



MyBooth – Online *Social Bazaar*[™] - Executive Overview

MyBooth is the web's first *Social Bazaar* that helps people promote any number of passions by creating their *instant web presence*[™] – an easy, creative and entertaining way to turn online promotions into a profitable 'call to action' (no internet or marketing experience necessary). MyBooth is social networking with a purpose; for our visitors it's always fun, useful and free

Problem

Almost everybody has a product; it could be a physical product, a service, a business, an idea, or a talent. Almost everybody who has a product is passionate about it and wants to get the message out. The problem is that too many other people have exactly what they have to offer.

In order to have any chance of standing out from the crowd, every successful promotion needs (a) a unique proposition, (b) a creative way of presenting its message, and (c) a call to action – whether they realize it or not, these people need to 'close the sale'. However, the cost and skills required to develop and execute on this can be prohibitive for most people.

Every successful promotion also needs an audience: almost everybody has the desire to be entertained, to interact with people and to shop. It seems a perfect match, however, on the web there is still no one place where all of these desires can be fulfilled and a transaction closed.

Solution

MyBooth is a *social bazaar*[™] – an online site for anybody who wants to promote anything online using the simple DIY tools provided (no internet or marketing experience necessary). There's no other website like it because MyBooth:

1. Integrates People with their Promotions and Products in a seamless and intuitive way to enable even first time users to understand and immediately benefit
2. Includes unique tools, such as an Automatic Promotions Generator, that empower even non-marketers to create powerful and effective promotions; and
3. Establishes a clear and effective call to action so that an entertaining and relevant promotion can result in the desired outcome (be it a sale, a date, a job).
4. Creates an audience by providing a unique environment for anybody to come, be entertained, browse, meet people, and shop.

Current web sites which operate in a similar space do not offer all 4 of these key elements in one neat package.

Business Model

MyBooth combines the three most common elements of successful web-site business models into a profitable, single package, self-sustaining business model:

1. Access Fees – Following "the web is free" model, MyBooth is free to access for both individual Promoters and for site Visitors who visit to view their promotions. However, Professional and Corporate Promoters will pay Promotion 'rental fees'.
2. Listing Fees & Commissions on Sales – Where the 'call to action' results in a 'listing' (e.g. click here to buy ...' or 'click here to download ...' there will be a \$0.19 non-refundable listing fee. Where the 'call to action' also results in a sale using MyBooth's integrated ecommerce engine, there will be a revenue share on product sales (95% to seller; 7.5%



to MyBooth, reducing to 5.5% for high-value items). This is consistent with a 'basket of eCommerce sites' (including eBay, CraigsList, etc.)

3. Advertising Revenues – MyBooth's large user-base will drive both traditional (e.g. banner-style) advertising and non-traditional (e.g. affiliate program) advertising revenue under traditional models (i.e. \$1 - \$6 CPM).

There will be additional revenue generating opportunities from add-on tools as the site further develops.

Sales and Marketing

MyBooth's sales and marketing plan will be executed in 3 stages:

1. Early Adopters (sub-50,000 Promoters) - we will promote the site through advertising and promotions on other websites to gain initial content (Promotions). We will also look to utilize print media through PR avenues;
2. Growth Phase (50,000 - 5,000,000 Promoters) - we will start to see large numbers of page views from unique visitors, as the content volume and interest increases.
3. Mature Growth Phase (5,000,000+ Promoters) - corporate users (as advertisers and/or Corporate Promoters) will begin to come on board. We will be targeting a steady growth rate of 17% per month, similar to that experienced by MySpace.

The Team

President / Co-Founder, XXXXX is a seasoned executive / entrepreneur with a track record of growth and profitability in the IT-enabled services industry. Prior to MyBooth, he built

Competition

Every successful promotion involves People (networking), Promotions (creativity), and Product (offering) yet no online media successfully combines all three. For example, eBay deals only in Product; YouTube is all about video Promotion; and, MySpace focuses on connecting People, for no specific purpose or outcome.

Whilst there are some newer 'hybrid' sites which seek to combine Product sales with some aspects of People / Social Networking (e.g. Zlio, Si-Mi) – and we can expect the likes of MySpace, Amazon and eBay to join them - only MyBooth successfully combines all three aspects of People, Promotions and Product.

Our rich Promotion layer – to help our users quickly and easily create their web presence - will remain a key competitive differentiator. We will maintain this advantage by continuously enhancing our Promotions layer with more 'automated promotions generators' and new 'buzz tools' (i.e. anything that helps the Promoter to quickly and easily get their message out) to ensure that we stay high on the innovation and market leadership curves.